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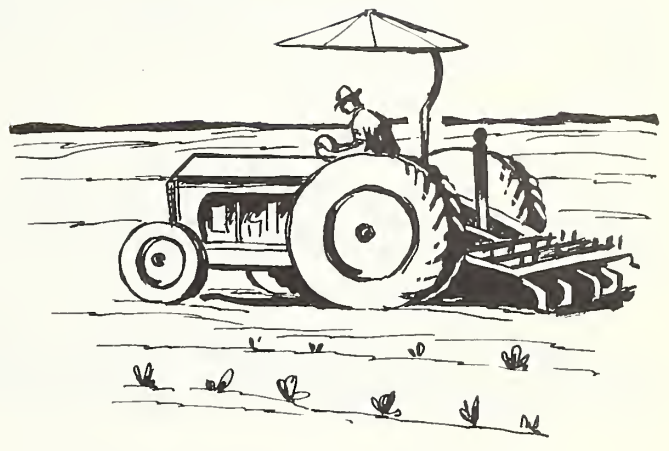
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X 1969 ACREAGE- MARKETING GUIDES



WINTER VEGETABLES and POTATOES



U. S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE
August 1968 AMG 63

PREFACE

The nature of fresh vegetable markets makes far-sighted production planning at least as necessary as it is for many industrial goods. Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- cannot be controlled. But growers have full control over plantings. They can help to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1969 winter vegetables and potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1969 ACREAGE-MARKETING GUIDES
WINTER VEGETABLES AND POTATOES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1969 acreage of escarole be increased by 5 percent from the acreage planted in 1968, each grower of winter-season escarole should increase his plantings by 5 percent.

I. 1968 Review and 1969 Recommendations

Winter Vegetables

The aggregate planted acreage of 13 winter vegetables for fresh market in 1968, at 215,100 acres, was 14 percent less than in 1967 (Table 1). The amount of acreage planted to individual vegetables in 1968 ranged from the same for cauliflower and green peppers to substantially less than 1967 for other items. Reductions in carrot and lettuce acreage of 29 and 9 percent, respectively, accounted for more than half of the net decrease in total plantings.

Total production for the 13 items in 1968 amounted to 35.6 million hundredweight, down 6 percent compared with 1967. Cabbage and green peppers were the only vegetables showing a gain in production compared with a year earlier. Sharp decreases in production in 1968 were recorded for lettuce, carrots and tomatoes.

Shipping point prices for 1968 winter fresh vegetables were relatively high. Vegetable prices in 1968 in the four sources, Arizona, California, Florida, and Texas, showed across-the-board gains compared with 1967. The exceptions were cabbage prices in Arizona and broccoli and cauliflower in Texas. The strong market for winter vegetables reflected a cut in domestic production, lag in import volume from Mexico, and a good gain in export sales.

In spite of a sharp drop in winter tonnage, total value of 1968 winter vegetables in Texas was 7 percent above 1967 (Table 2). In Arizona, total crop value was up 33 percent and in California and Florida, 28 percent. The overall value of 13 winter fresh vegetables was \$214 million. This compared with \$171 million in 1967.

In Texas, total plantings of vegetables in 1968 were reduced 38 percent as rains and wet fields prevented planting. The initial adverse weather accompanied Hurricane Beulah which struck September 20th. Except for an equal acreage of cauliflower, there was a reduction in acreage of all vegetables in Texas. Beet, carrot and lettuce acreages in Texas were down approximately 50 percent.

In 1968, there was an overall reduction of 9 percent in Florida winter vegetable plantings. The reduction was concentrated in sweet corn and tomato

Table 1.--Winter Fresh Vegetables: Acreage and production, 1966-68
(Data rounded and may not add to total)

Item	Planted acreage			Production		
	1966	1967	1968	1966	1967	1968
	1,000 acres			Million cwt.		
Snap beans	16.8	17.2	16.8	.5	.6	.5
Beets	1.8	1.9	1.0	.1	.1	.1
Broccoli	2.9	3.6	2.6	.1	.1	.1
Cabbage	40.0	43.8	39.5	6.7	7.1	7.5
Carrots	37.9	39.1	27.6	5.3	5.5	5.1
Cauliflower	2.1	2.2	2.2	.1	.1	.1
Celery	11.2	12.2	10.8	5.0	5.7	5.1
Sweet Corn	10.0	13.0	9.2	.4	.8	.6
Escarole	8.6	7.5	7.1	.8	.8	.7
Lettuce	72.6	78.3	71.5	12.4	13.0	12.2
Green Peppers	7.3	7.2	7.2	.6	.7	.8
Spinach	9.6	8.6	6.5	.4	.4	.4
Tomatoes	16.6	15.4	13.1	2.9	2.8	2.3
Total	237.4	250.0	215.1	35.3	37.8	35.6

Table 2.--Winter Fresh Vegetables: Percentage change in acreage, production and total value, by States, 1968 compared with 1967

State	Planted acreage;	Harvested	Production	Total crop value;
	percentage	acreage;	percentage	Total crop value;
	change	percentage	change	percentage change
	: 1968 vs. 1967	: 1968 vs. 1967	: 1968 vs. 1967	: 1968 vs. 1967
	Percent	Percent	Percent	Percent
California	+ 4	+ 4	+ 3	+28
Florida	- 9	- 4	- 4	+28
Texas	-38	-43	-27	+ 7
Arizona	-10	- 9	-3	+33
Total or average	-14	-13	- 6	+25

plantings. But growers boosted cabbage and lettuce acreages slightly, and planted an equal acreage of green peppers.

Arizona growers reduced lettuce plantings 15 percent, planted an equal acreage to cauliflower, and increased broccoli and cabbage acreages sharply. But due to the sharp cut in lettuce, Arizona's total winter vegetable acreage was off 10 percent.

California growers planted substantially more acreages of cabbage and carrots but cut back on celery, lettuce and spinach. The total winter vegetable acreage in California was 4 percent more than in 1967.

Winter Potatoes

Winter potato acreage in Florida in 1968 was reduced 2 percent and in California, 18 percent. With adverse weather, yield per acre in California was down sharply. And total winter production was one-fifth less than in 1967 and slightly below average.

In spite of a heavy supply of storage potatoes in the winter of 1967-68, prices received for the small 1968 winter crop compared favorably with 1967. Florida marketings, as is usual, peaked in March with farm price that month at \$4.00 per hundredweight, up slightly from March, 1967. California prices held in a wide range during the November-April marketing period. Prices, which averaged \$3.10 in December, 1967 had declined to \$2.05 by April, 1968.

Competing supplies of fresh storage potatoes and inventories of frozen and dehydrated potatoes will continue to check market potential for new-crop winter marketings.

1969 Recommendations

The 1969 total acreage guide for the 13 winter vegetables is 233,900 acres, 9 percent more than the 1968 total of 215,100 acres. With average yields, the guide acreages would provide a total production of 36.0 million hundredweight, slightly more than the 1968 production of 35.6 million. Acreage recommendations for individual vegetables range from no change in acreage compared with 1968 for snap beans, cauliflower, celery, and green peppers to 60 percent more acreage for beets. Guide summary tables are shown on pages 7 and 8.

For 1969 crop winter potatoes, the acreage guide for both California and Florida is for an acreage equal to 1968.

II. Demand for Vegetables in Winter of 1969

Economic growth made record increases in the first half of 1968. In the second half, further gains in personal consumption expenditures and business fixed investment are expected to produce another, but less rapid, expansion. Government spending for goods and services, foreign trade, and certain construction activities, however, may not share in this rise.

Disposable personal income, buoyed by rising wages and high employment, will likely to continue to increase throughout 1968, despite a 10 percent

income tax surcharge effective July 1, 1968. Spending for food will continue to rise but not as fast as disposable income. Retail food expenditures for the year may be up about 5 to 6 percent compared with last year. Much of this increase will be due to rising prices. But with population growth, total consumption may rise slightly to account for part of the increase in expenditures.

The demand for fresh vegetables is not expected to change materially in the coming season. Although population and income are important factors, available market supplies and prices are the primary determinants of domestic consumption. Reports indicate supplies of canned and frozen vegetables will be record large in the 1968-69 season. If these prospects materialize, prices are expected to be lower and lead to increased consumption of processed vegetables. However, prices of individual commodities will depend on supplies of each commodity as well as those of close substitutes. Timeliness of harvests will also be an important factor in determining market prices.

Total production of winter vegetables has shown an irregular upward trend (see Figure 1). Price and total value have shown large changes in successive years. A reduced supply in 1968 was responsible for a high aggregate price and total value.

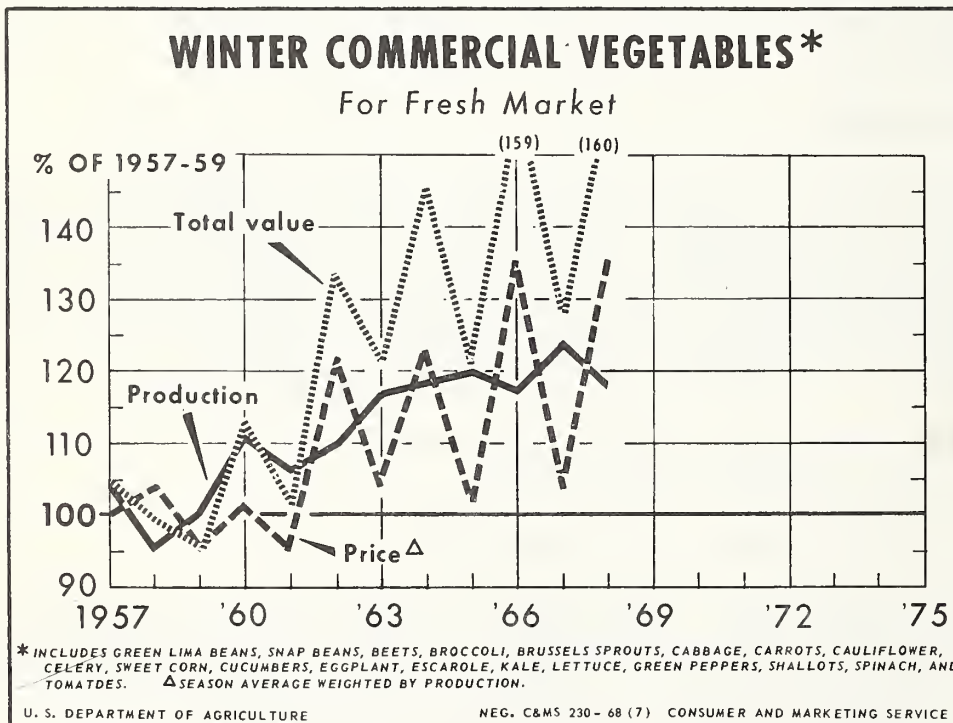


Figure 1

Table 3.--Winter Vegetables: 1969 Planted Acreage Guides with Comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	1969	1968	1967	1966	1968	1967	1966
	guide:	prel.	prel.	prel.	prel.	prel.	prel.
	1,000 acres				Percent		
Beans, Snap	16.8	16.8	17.2	16.8	100	98	100
Beets	1.6	1.0	1.9	1.8	160	84	89
Broccoli	2.8	2.6	3.6	2.9	108	78	97
Cabbage	42.2	39.5	43.8	40.0	107	96	106
Carrots	37.2	27.6	39.1	37.9	135	95	98
Cauliflower	2.2	2.2	2.2	2.1	100	100	105
Celery	10.8	10.8	12.2	11.2	100	89	96
Corn, Sweet	10.1	9.2	13.0	10.0	110	78	101
Escarole	7.5	7.1	7.5	8.6	106	100	87
Lettuce	72.6	71.5	78.3	72.6	102	93	100
Peppers, Green	7.2	7.2	7.2	7.3	100	100	99
Spinach	8.5	6.5	8.6	9.6	131	99	89
Tomatoes	14.4	13.1	15.4	16.6	110	94	87
Total	233.9	215.1	250.0	237.4	109	94	99

Table 4.--Winter Vegetables: 1969 Probable Production From Guide
Acreages with Comparisons

Commodity	Production <u>1/</u>				Probable production from acreage guides as percent of:		
	1969	1968	1967	1966	1968	1967	1966
	guide <u>2/</u>	prel.			prel.		
	1,000 hundredweight				Percent		
Beans, Snap	548	495	612	456	111	90	120
Beets	136	81	126	153	168	108	89
Broccoli	103	92	98	114	112	105	90
Cabbage	6,936	7,504	7,124	6,748	92	97	103
Carrots	5,442	5,134	5,544	5,274	106	98	103
Cauliflower	114	89	89	123	128	128	93
Celery	5,104	5,130	5,698	4,958	99	90	103
Corn, Sweet	650	630	777	375	103	84	173
Escarole	746	737	770	810	101	97	92
Lettuce	12,506	12,212	13,005	12,372	102	96	101
Peppers, Green	782	840	746	595	93	105	131
Spinach	397	361	372	379	110	107	105
Tomatoes	2,584	2,340	2,831	2,934	110	91	88
Total	36,048	35,645	37,792	35,291	101	95	102

1/ Includes some quantities not marketed (see individual commodity tables).

2/ Computed: Planted acreage guide for 1969 winter vegetables, less normal abandonment times average yield.

III. Winter Vegetables Foreign Trade

Exports of lettuce and imports of tomatoes and cucumbers continue to dominate in foreign trade in winter fresh vegetables. Lettuce export volume in the winter of 1967-68 increased 26 percent compared with the high level in the previous winter. However, exports of celery, second in rank in winter export volume, declined slightly. But substantial gains in movement into foreign outlets were recorded for cabbage and carrots, and tomato volume was up moderately. Additional details are shown in Tables 5 and 6, and Figure 2.

The quantity of fresh tomatoes imported from Mexico was down 12 percent compared with the 1966-67 record. Mexican tomato production was not up to potential because late blight resulted in a reduced yield. Cucumber imports from Mexico also were down moderately. And no cucumbers entered from the Bahamas. A substantial volume of cantaloups and water-melons were shipped in from Mexico. But Canada's exports of carrots last winter were down sharply compared with 1966-67.

In 1968-69, total winter vegetable acreage in Mexico is expected to increase. With normal weather and improved yields compared to this season, total production of 1968-69 winter fresh vegetables in Mexico is expected to exceed that in 1967-68. Import volume of principal items, including tomatoes, cucumbers and melons, is likely to be high. However, U.S. vegetable prices and market needs will greatly influence timing and the total amount of Mexican export shipments.

Canada and Western Europe can be expected to continue as the major export outlets. Coinciding with improvements in both air and surface transportation, Western Europe markets may show an improved demand for domestic winter fresh vegetables. Florida celery is being exported overseas in fast refrigerated ships originating at Florida ports. Head lettuce and parsley are being airfreighted successfully. Both the airlines and containerized shipping lines are seeking an increase in volume of vegetables for shipment. With general prosperity and growing incomes of consumers both in Canada and Western Europe, potential export market demand may increase for such items as lettuce, cherry tomatoes, radishes, green and red bell peppers, parsley, celery and carrots.

Table 5 - Winter Vegetables: Exports, selected months, 1967-68
with comparisons

Commodity	1967		1968				:Total 6 months	
	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	:1967-68:	1966-67
1,000 hundredweight								
Lettuce	223.7	285.2	265.2	290.9	306.9	336.7	1,738.6	1,385.3
Celery	115.5	114.3	135.6	144.7	182.1	223.5	915.7	928.7
Carrots	9.3	36.0	30.8	53.8	180.8	171.4	482.1	359.5
Cabbage	5.1	86.3	123.5	123.4	141.6	147.5	627.4	584.4
Peppers	8.0	10.7	16.3	22.4	17.1	16.9	91.4	84.8
Tomatoes	99.5	92.9	40.3	23.2	61.9	55.7	373.5	356.0
Beans, Green	12.2	11.1	8.8	15.7	18.2	20.6	86.6	83.2

Source: Bureau of the Census, U.S. Department of Commerce.

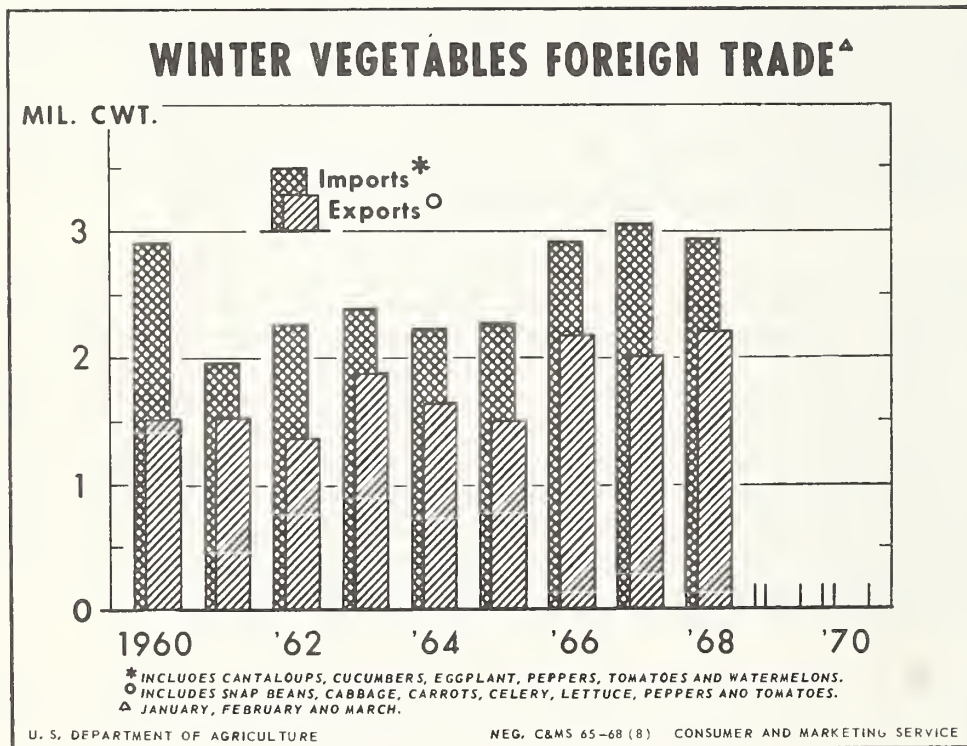


Figure 2

Table 6 - Winter Vegetables: Imports, selected months, 1967-68
with comparisons

Commodity and country of origin	1967		1968				:Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1967-68:	1966-67
	<u>1,000 hundredweight</u>							
<u>Peppers</u>								
Mexico	3.4	26.6	54.1	69.5	40.2	23.9	217.7	251.8
Dom. Rep.	.7	1.1	.3	1.1	3.2	3.2	9.6	8.4
Other	<u>.2</u>	<u>.2</u>	<u>.1</u>	<u>.1</u>	<u>.2</u>	<u>.4</u>	<u>1.2</u>	<u>1.2</u>
Total	4.3	27.9	54.5	70.7	43.6	27.5	228.5	261.4
<u>Eggplant</u>								
Mexico	.1	3.7	16.5	21.6	13.0	21.7	76.6	61.3
Other	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>.1</u>	<u>---</u>	<u>.1</u>	<u>9.0</u>
Total	.1	3.7	16.5	21.6	13.1	21.7	76.7	70.3
<u>Tomatoes</u>								
Mexico	24.9	89.8	491.2	811.9	566.6	604.9	2,589.3	2,942.5
Other	<u>4.1</u>	<u>1.1</u>	<u>2.2</u>	<u>3.1</u>	<u>2.0</u>	<u>6.8</u>	<u>19.3</u>	<u>16.0</u>
Total	29.0	90.9	493.4	815.0	568.6	611.7	2,608.6	2,958.5
<u>Cucumbers</u>								
Mexico	6.9	30.7	109.3	222.9	115.7	77.7	563.2	602.5
Bahamas	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	158.3
British Honduras	<u>---</u>	<u>---</u>	17.1	25.8	8.4	.5	51.8	58.1
Dom. Rep.	<u>---</u>	<u>---</u>	20.2	18.0	8.8	.1	47.1	23.9
Jamaica	<u>---</u>	<u>---</u>	13.1	10.4	11.3	3.3	38.1	7.8
Canada	<u>---</u>	<u>---</u>	<u>---</u>	.3	6.1	16.7	23.1	18.5
Other	<u>---</u>	<u>---</u>	<u>.1</u>	<u>---</u>	<u>1.2</u>	<u>---</u>	<u>1.3</u>	<u>2.0</u>
Total	6.9	30.7	159.8	277.4	151.5	98.3	724.6	871.1
<u>Cantaloups</u>								
Mexico	.1	<u>---</u>	<u>---</u>	3.0	104.7	269.0	376.8	476.9
Other	<u>---</u>	<u>.2</u>	<u>2.0</u>	<u>.7</u>	<u>.6</u>	<u>1.0</u>	<u>4.5</u>	<u>56.4</u>
Total	.1	.2	2.0	3.7	105.3	270.0	381.3	533.3
<u>Watermelons</u>								
Mexico	<u>---</u>	5.6	11.2	42.9	82.4	135.0	277.1	268.8
Other	<u>---</u>	<u>---</u>	<u>---</u>	<u>12.9</u>	<u>9.8</u>	<u>10.7</u>	<u>33.4</u>	<u>37.3</u>
Total	<u>---</u>	5.6	11.2	55.8	92.2	145.7	310.5	306.1
<u>Carrots</u>								
Canada	127.9	72.6	26.3	19.8	8.3	<u>---</u>	254.9	340.5
Mexico	1.9	16.6	76.5	66.3	20.8	<u>---</u>	182.1	3.9
Other	<u>---</u>	<u>1.2</u>	<u>1.3</u>	<u>4.3</u>	<u>---</u>	<u>---</u>	<u>6.8</u>	<u>---</u>
Total	129.8	90.4	104.1	90.4	29.1	<u>---</u>	443.8	344.4

Source: Bureau of the Census, U. S. Department of Commerce.

IV. Processed Vegetables

Canned

The total volume of major canned vegetables available during the 1968 winter season was nearly a fourth larger than the moderate supplies of a year earlier (see Table 7 and Figure 3). With total 1967-68 season supplies of practically all canned vegetables much larger than in 1966-67 and a slower rate of early-season movement, holdings of many items on January 1, 1968 were up markedly from the previous year. Stocks of lima beans and snap beans were more than a third larger, and increases of about a fifth or more were reported for sweet corn, green peas, and tomatoes. Supplies of canned beets and spinach were moderately larger than in 1967, while carrot supplies were up substantially.

Although demand for canned vegetables continued at a high level during the winter of 1967-68, prices for principal canned vegetables were not as strong as they had been the previous winter. By mid-winter, prices for most canned vegetables eased downward from early season highs. And moderate to substantial gains in disappearance were reported. Despite the high rate of movement, carryover stocks into the 1968 season were quite large.

Preliminary data on acreages planted and reports on the condition of several major 1968 vegetable crops for processing as of July 1, 1968 indicate that production and resulting packs of major items will likely be larger than in 1967.

Initial reports indicate that production of snap beans in 1968 is expected to be a tenth more than in 1967. A moderate increase in production of green peas is expected. Moreover, substantial acreage increases were reported for sweet corn, beets, and tomatoes. The acreage of lima beans is slightly larger than in 1967.

Frozen

Total supplies of the major frozen vegetables during the 1968 winter months were up substantially from a year earlier to a new record. Larger stocks of lima beans and sweet corn contributed to the increase. Also, large increases as compared with 1967 were reported for snap beans, green peas, and spinach. Holdings of broccoli also were above those in 1968, but cauliflower stocks were down materially compared with the previous year.

The frozen vegetable market in the winter of 1967-68 was not as strong as in 1966-67. As a result of generally abundant supplies of competing canned vegetables and larger holdings of frozen vegetables, there was considerable downward pressure on markets. During the 1968 winter months, prices for snap beans, green peas and spinach were less than the high levels that prevailed during the 1967 winter (and that continued into the fall of the 1967-68 season). Markets for some items, however, continued strong into early 1968.

In mid-1968, data on current stocks plus crop potential indicate that total supplies of frozen vegetables in 1968-69 will be above the record volume in 1967-68. Carryover of frozen holdings of major items are likely to be larger than in 1967. In addition, an overall expanded pack is prospect.

Table 7.--SUPPLY AND DISAPPEARANCE OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON, 1966-67-68

Commodity	: Total Supply January 1			: Disappearance Jan. 1-Mar. 31		
	: 1968	: 1967	: 1966	: 1968	: 1967	: 1966
<u>Canned Vegetables</u> 1/						
				<u>Million cases basis 24/303's</u>		
Lima Beans 2/	3.4	2.5	1.8	1.0	.9	.8
Snap Beans	35.3	25.6	29.3	11.8	11.1	11.3
Beets 3/	8.0	7.6	7.7	2.9	2.8	3.4
Carrots 3/	4.8	3.3	3.2	1.5	1.9	1.6
Corn, Sweet	32.4	27.1	25.2	12.3	12.2	10.6
Peas, Green	24.2	19.9	22.6	8.8	8.1	8.6
Spinach 3/	3.3	3.1	3.1	4/ 1.4	4/ 1.3	4/ 1.3
Tomatoes	25.1	21.3	24.3	8.8	8.4	9.3
<u>Frozen Vegetables</u>						
				<u>Million pounds</u>		
Lima Beans	121.6	110.3	102.1	32.7	39.3	38.2
Snap Beans	174.1	137.6	132.0	61.2	54.6	56.7
Corn, Sweet	230.3	220.8	151.2	86.1	92.8	57.8
Peas, Green	267.4	221.2	254.1	103.4	92.8	101.6
Spinach	61.2	53.1	50.5	4/18.8	4/18.4	4/ 20.1

1/ Includes canners' and distributors' stocks. 2/ Interpolation. 3/ Disappearance estimated from reports of canners' shipments. 4/ January 1 to March 1.

Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; Statistical Reporting Service, USDA.

While the packs of spinach and Fordhook lima beans are expected to be less than in the preceding season, packs of most other principal vegetables are expected to exceed those in 1967.

The moderately smaller holdings of frozen french fried potatoes through the first half of 1968 contributed towards improved market balance. Stock data indicate that sales volume continued to increase in 1967, though at a slower rate. Ample supplies of fresh potatoes for processing into frozen french fried are expected to be available in 1968-69.

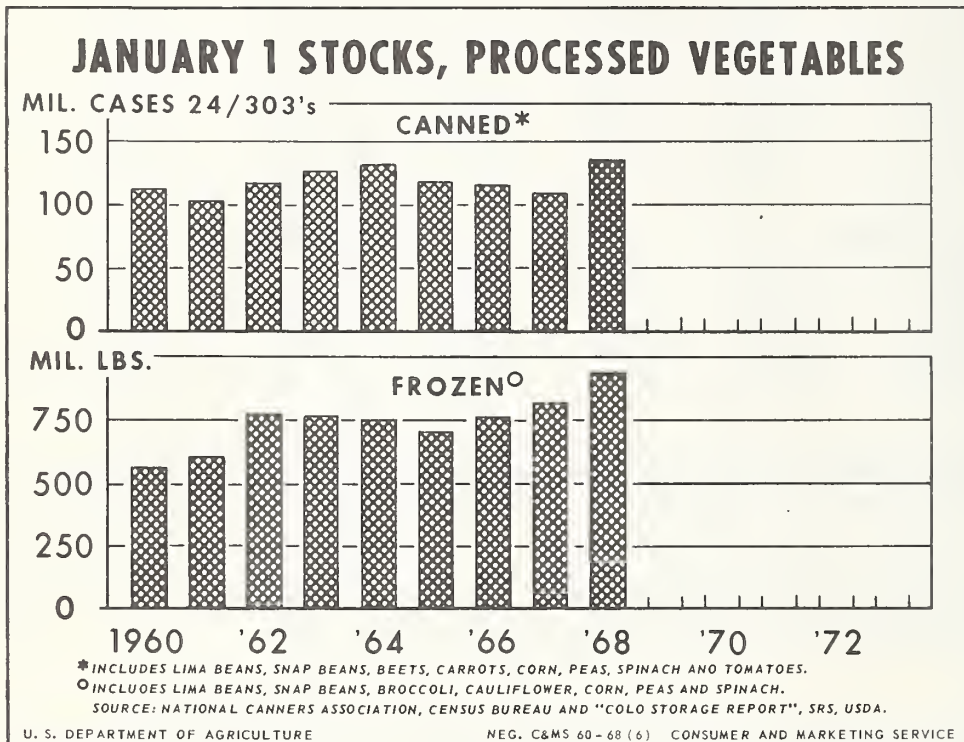


Figure 3

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

Year	: <u>Acreage</u> :		Yield :	: :		:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
					cwt.)	cwt.)
1969 Acreage Guide and probable production (planted acreage equal to 1968)	16,800		1/ 34	548		
<u>Background statistics</u>						
1968 prel.	16,800	16,500	30	495	14.90	7,376
1967	17,200	17,000	36	612	12.70	7,772
1966	16,800	16,300	28	456	14.00	6,384
1965	16,800	15,500	37	2/ 574	12.20	6,503

1/ 1964-68 (less 1966) average yield.

2/ Includes the following quantity (in 1,000 cwt.) not marketed and excluded in computing value: 41 in 1965.

Comments

Winter season plantings of snap beans have shown little change for several years. Total planted acreage in 1968 was slightly less than in 1967.

Frequent low temperatures combined with strong winds severely curtailed bloom-setting. As a result, average yield was well below normal and total production was nearly a fifth less than in 1967.

Shipments held in balance with market needs throughout January. But during February and early March, supplies were light.

From a moderate level in January, prices increased sharply in February and continued high through most of March. The winter average price was record high.

Heavy supplies of canned and frozen snap beans will continue to limit fresh market sales potential. With average yield, an acreage equal to 1968 should furnish enough fresh snap beans for the 1969 winter season.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and average yield, will result in a production 11 percent more than in 1968.

Snap Bean Charts

The charts on the opposite page show season average prices for winter season snap beans related to winter production of snap beans, consumer disposable income, and the disappearance of canned and frozen snap beans.

In Figure 4, the solid diagonal line is the computed relationship between price and production with allowances for the effects of consumer income and the disappearance of canned and frozen snap beans. The "diagonal line of best fit" shown reflects that, in general, a one percent change in winter season production of snap beans was associated with a change in average price of about one percent in the opposite direction. The vertical spread between the dots and the diagonal regression line represents the impact of variables not considered in this analysis. For example, prices respond to weather extremes that may result in supplies bunching.

The effects of changes in consumer disposable income and the disappearance of canned and frozen snap beans on winter season snap bean prices are shown in Figure 5. The left-hand chart represents the relationship between winter season average prices for snap beans and consumer disposable income, taking into consideration the influence of two variables, production of winter snap beans and disappearance of processed snap beans. The upward sloping line indicates that as consumer disposable income trends upward, as it did in the period 1949-67, prices received for a given level of production will also trend upward.

As shown in the right-hand chart, the slight positive influence of rising incomes of consumers on fresh snap bean prices was accompanied by an offsetting negative influence on prices from the increasing popularity of canned and frozen snap beans. Thus, after adjustment for these two factors and for changes in the general price level, prices for fresh winter snap beans failed to show much upward trend, in spite of an overall decline in production.

The total quantity of fresh market snap beans used during the 1968 winter season was about half that in 1949. And since 1949, fresh market snap bean consumption also declined sharply in importance relative to the processed snap beans. From two-fifths of the total winter market in 1949, fresh market production had declined by 1968 to slightly more than a tenth of the total. Use of canned and frozen snap beans during the 1968 winter season was about three times as large as in 1949, and accounted for nearly 90 percent of the total snap bean market during the winter.

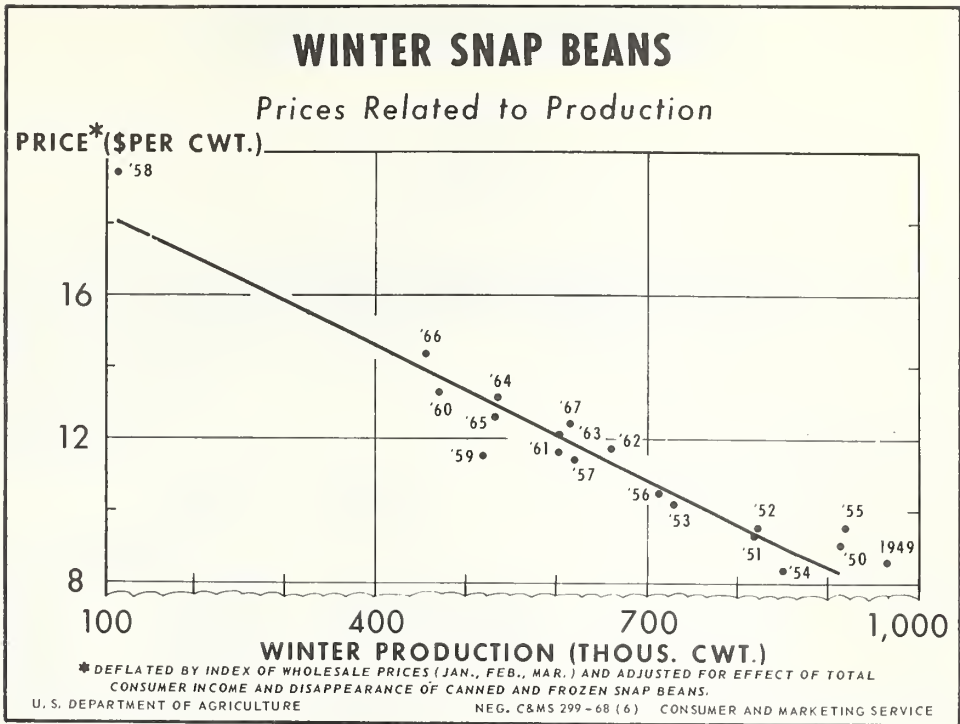


Figure 4

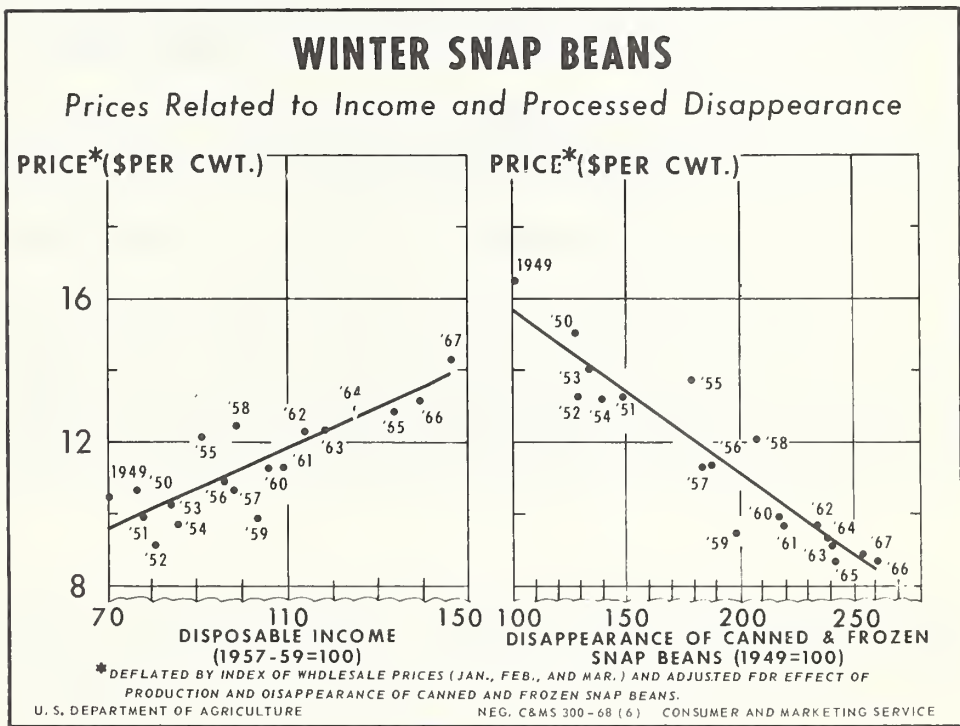


Figure 5

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Beets

(Texas)

Year	Acreage		Yield	Production	Price	Value
	:Planted	:For harvest				
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production (planted acreage 60 percent more than in 1968)						
	1,600		1/ 85	136		
<u>Background statistics</u>						
1968 prel.	1,000	900	90	81	5.90	478
1967	1,900	1,800	70	126	4.60	580
1966	1,800	1,800	85	153	4.20	643
1965	1,700	1,700	95	162	6.40	1,037
1/ 1965-68 average yield.						

Comments

Acreage planted to beets in Texas in 1968 was curtailed due to the effects of Hurricane Beulah with its excessive rains. Most beet fields in the Lower Rio Grande Valley were either flooded or too wet to allow planting.

In 1968, production of winter beets was 81,000 hundredweight, 36 percent less than in 1967. With this cutback in production and a short supply for markets, prices advanced substantially over 1967.

Adequate supplies for 1969 markets will require an acreage greater than in 1968.

1969 Guide

The 1969 guide is a planted acreage 60 percent more than in 1968. Such an acreage, with no abandonment and a 1965-68 average yield, will result in a production substantially more than in 1968.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Broccoli

(Texas and Arizona)

Year	: <u>Acreage</u> :		Yield :		: Price :		: Value :	
	:Planted:	:For harvest:	per acre	:Production:	(\$ per	(\$1,000		
	(Acres)	(Acres)	(Cwt.)	(1,000 cwt.)	cwt.)	cwt.)		
1968 Acreage Guide and probable production (see 1969 guide below)	2,850		1/ 42	103				
<u>Background statistics</u>								
1968 prel.	2,650	1,950	47	92	10.10		929	
1967	3,560	3,560	28	98	13.09		1,283	
1966	2,880	2,780	41	114	13.69		1,561	
1965	3,620	3,220	39	126	9.04		1,139	

1/ 1964-68 average yield by States.

Comments

The 1968 acreage of winter broccoli was about a fourth less than in 1967. With much of the vegetable land in the Lower Valley flooded by rains from Hurricane Beulah, acreage in Texas was 35 percent less than in 1967. A sharp increase in acreage in Arizona partly offset the decrease in Texas.

Cold weather and occasional excessive rainfall, particularly at harvest time, interfered with the crop in Texas. In contrast, conditions were favorable in central Arizona. Total production in the two States was 6 percent less than a year earlier.

A large volume of supplies was available from competitive fall and early spring crops in California. And the market for winter broccoli was much weaker in 1968 than in 1967. Texas prices averaged much lower than a year earlier. But the price for Arizona marketings was about equal to 1967.

In 1969, there should be market outlets for a moderately larger production, providing harvest timing is normal.

1969 Guide

The 1969 guide is a planted acreage 10 percent more than in 1968 in Texas and equal to 1968 in Arizona. Such an acreage, with normal abandonment in Texas, and average yield by States, will result in a production 12 percent more than in 1968.

Additional data on broccoli are on page 22.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cabbage

(Arizona, Florida, California and Texas)

Year	Acreage		Yield	Production		Price	Value
	Planted	For harvest	per acre	(1,000 cwt.)	(\$ per	(\$1,000	
	(Acres)		(Cwt.)		cwt.)		
1969 Acreage Guide and probable production (see 1969 guide below)	42,200		1/ 174	6,936			
<u>Background statistics</u>							
1968 prel.	39,500	37,900	198	7,504	3.70		27,733
1967	43,800	41,100	173	7,124	3.33		23,726
1966	40,000	38,800	174	2/ 6,748	3.69		24,393
1965	43,100	39,300	162	2/ 6,358	3.12		19,527

1/ 1965-67 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 133 in Florida in 1966; and 48 in Arizona and 44 in Florida in 1965.

Comments

Conditions were generally favorable for cabbage production during the 1968 winter season. Per-acre yield for the group set a record.

Total production in 1968 was 5 percent larger than in 1967. Although Texas production was down about a fourth because rainfall was excessive, much larger crops in California and Florida were more than offsetting. Production in Arizona was up moderately.

Texas shipments were extremely light during January, and continued well below normal through February and early March. Consequently, even though competitive storage stocks were much larger than a year earlier, market prices ranged from high in late January to fairly high in February and early March.

A smaller production in 1969 would help to stabilize the market.

1969 Guide

The 1969 guide is a planted acreage 20 percent more than in 1968 in Texas and equal to 1968 in all other States. Such an acreage, with normal abandonment and 1965-67 average yield by States, will result in a production 8 percent less than in 1968.

Additional data on cabbage are on page 23.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Carrots

(Texas and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre :	:Production:	Price :	Value	:
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)
1969 Acreage Guide and probable production (see 1969 guide below)	37,200		1/154		5,442	
<u>Background statistics</u>						
1968 prel.	27,600	25,900	198	5,134	6.24	32,036
1967	39,100	38,100	146	5,544	3.96	21,931
1966	37,900	35,700	148	5,274	4.90	25,867
1965	42,000	40,000	150	6,000	3.58	21,507

1/ 1965-67 average yield by States.

Comments

Winter carrot acreage for the 1968 season in California was about a third larger than in 1967. But in Texas where there was extensive flooding, acreage was 44 percent less than a year earlier. In the two States, total acreage was 29 percent less than in 1967. Texas production in 1968 was 27 percent less than in 1967 (see Figure 7). But the larger acreage in California resulted in a substantial increase in production compared with 1967.

Harvesting in the Lower Valley of Texas began in mid-January, but volume was far short of normal. This was partially offset by increased movement from California. Market prices were extremely high during January and February. Prices eased somewhat in March when increased volume became available both in Texas and California.

Record high prices for the 1968 season were reported in Texas and California, and total crop value was well above average.

An acreage in Texas in 1969 substantially larger than in 1968 will be required for an adequate crop. A moderate reduction is recommended in California.

1969 Guide

The 1969 guide is a planted acreage 60 percent more than in 1968 in Texas and 10 percent less than in 1968 in California. Such an acreage, with normal abandonment and 1965-67 average yields by States, will result in a production 6 percent more than in 1968.

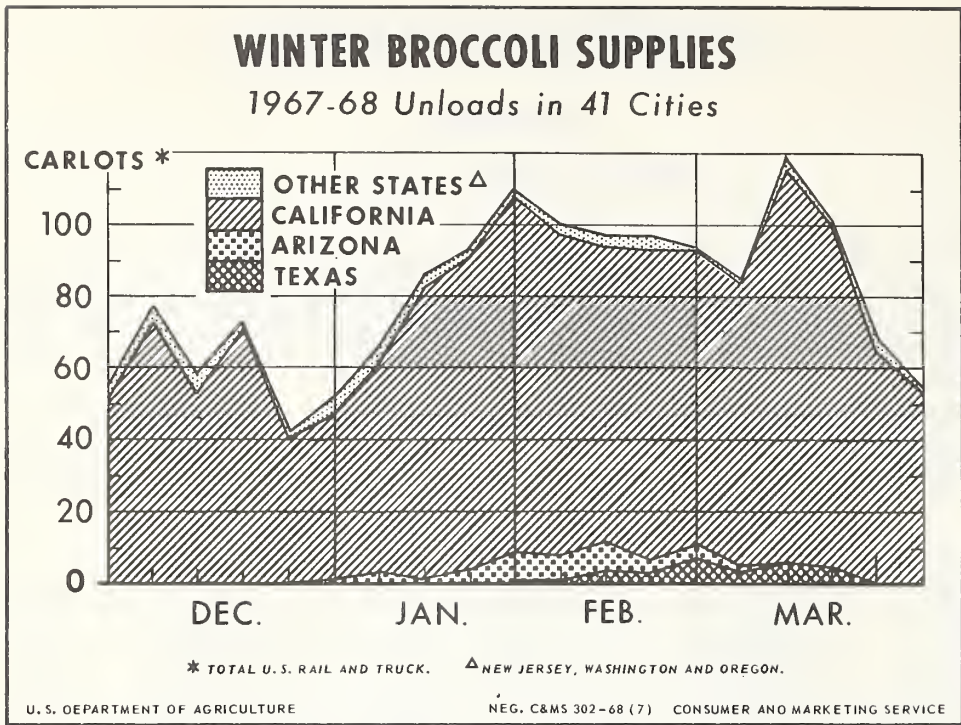


Figure 6

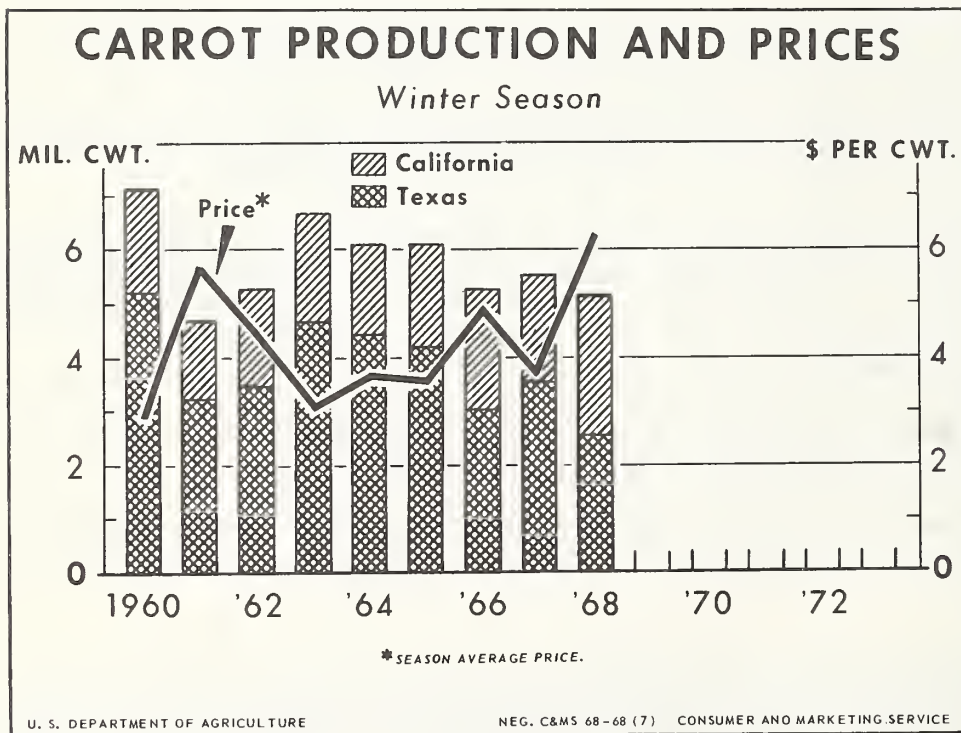


Figure 7

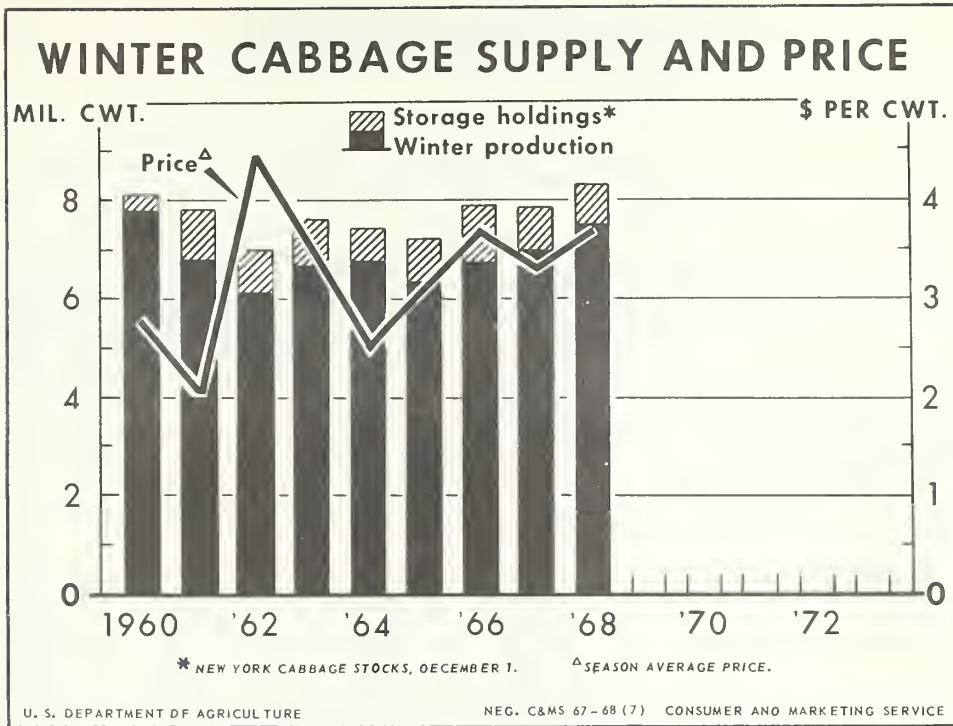


Figure 8

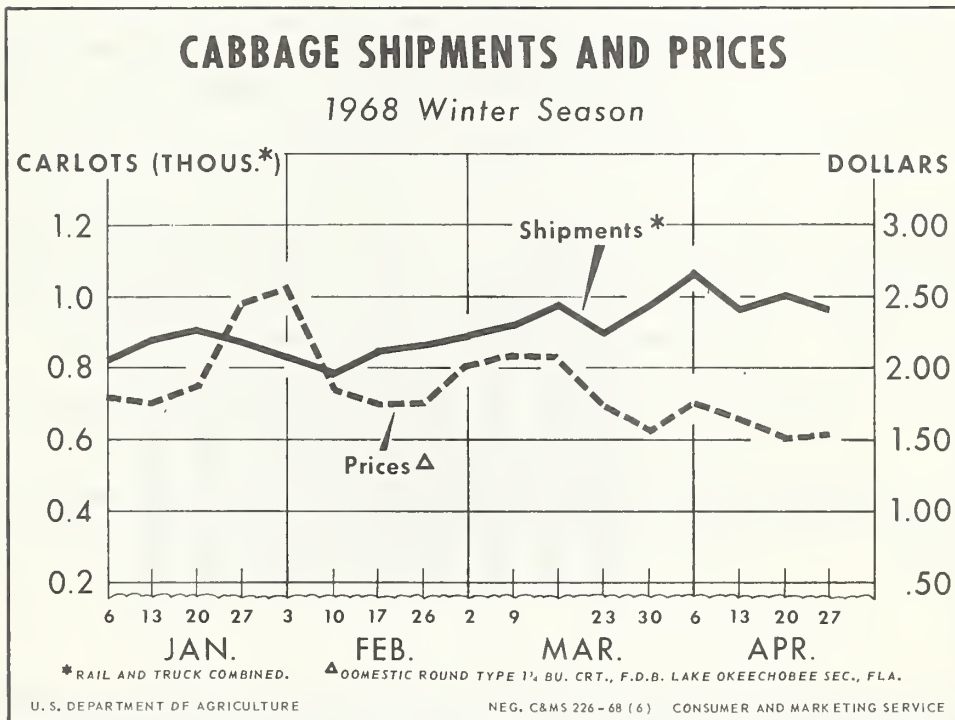


Figure 9

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cauliflower

(Texas and Arizona)

Year	: Acreage :		:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000) cwt.)
1969 Acreage Guide and probable production (planted acreage equal to 1968)	2,250	1/ 56	114			
<u>Background statistics</u>						
1968 prel.	2,250	1,450	61	89	14.82	1,319
1967	2,250	2,050	43	89	15.00	1,335
1966	2,100	2,100	59	123	13.64	1,678
1965	2,400	2,200	64	141	11.94	1,684
1/ 1964-68 average yields by States.						

Comments

Total 1968 winter plantings in Texas and Arizona were equal to 1967. Acreage loss, however, was above average. Although recurring rains and cold weather hampered crop development in Texas, a high average yield was obtained from the one-half of the plantings that were harvested. Yield in Arizona also was quite high being well above the reduced levels in 1966 and 1967.

As a result of the small volume available in the Rio Grande Valley of Texas, shipments of winter-crop cauliflower were light during the season. Movement from the San Antonio, Eagle Pass, and Winter Garden areas was active into early February. After that, Arizona, which marketed a larger tonnage than Texas in 1968, was the major source. (See unload data, opposite page.)

Prices for cauliflower held firm at fairly high levels during the 1968 winter season. Total crop value was close to that of a year earlier.

Competing supplies from California may be larger in 1969 than in 1968. But winter-crop States should be able to market the production from an acreage equal to 1968.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment in Texas and 1964-68 average yields by States, will result in a production 28 percent more than in 1968.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Celery

(California and Florida)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:				
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production (planted acreage equal to 1968)	10,800		1/ 474	5,104		
<u>Background statistics</u>						
1968 prel.	10,800	10,800	475	2/ 5,130	5.09	25,661
1967	12,200	12,100	471	2/ 5,698	3.61	18,286
1966	11,200	11,100	447	4,958	4.84	23,980
1965	10,300	10,300	451	2/ 4,646	4.18	19,298

1/ 1967-68 average yield by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 93 in 1968; 637 in 1967; and 28 in 1965.

Comments

The 1968 winter acreage in both States was reduced from the high level reached in 1967 when some of the crop was not marketed.

Unfavorable late fall weather in both States caused some concern about crop potential. Production in Florida, where the crop is regulated under a marketing order, was substantially less than in 1967 and there was a moderate reduction in California. The late fall crop production in 1967 was reduced as was the 1968 spring crop. And overlap in marketings from those crops was less than usual. Celery production and value are shown in Figure 11.

Celery prices were quite high during the winter of 1967-68. Prices trended upward from January through March 1968, in contrast with a declining trend a year earlier. Relatively tight supplies of lettuce in addition to the balanced shipments of celery helped to strengthen the market for celery.

The production from an equal acreage should be in line with market needs which are expanding slowly.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and 1967-68 average yield by States, will result in a production slightly less than in 1968.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	: Acreage :		Yield :	: Price : Value :	
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))
1969 Acreage Guide and probable production (planted acreage 10 percent more than in 1968)					
	10,100		<u>1</u> / 70	650	
<u>Background statistics</u>					
1968 prel.	9,200	9,000	70	630	8.90 5,607
1967	13,000	11,100	70	777	7.10 5,517
1966	10,000	7,500	50	375	7.90 2,962
1965	9,900	7,800	60	468	8.30 3,884
<u>1</u> /	1967-68 average yield.				

Comments

Florida plantings were reduced sharply from the high level of a year earlier.

At times low temperatures slowed growth, but freeze losses were small, being confined largely to the Everglades area. Total production in 1968 was 19 percent less than the high output in 1967.

Marketings of Florida sweet corn were quite heavy during November and December. Volume movement continued in early January as active picking in Pompano and Ft. Myers areas offset the completion of early winter harvest in the Everglades area. But volume dropped off the last half of January and shipments during February were light. Lower East Coast fields were the main source for the moderate supplies shipped during March.

During November and December, 1967 prices were quite low. After that, though, the market was strong, and prices held within a high range.

A larger acreage will be needed in 1969 to meet needs in winter markets.

1969 Guide

The 1969 guide is a planted acreage 10 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 3 percent more than in 1968.

Additional data on winter sweet corn are shown in Figure 12.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	: Planted	: For harvest	: per acre	: Production	: Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1969 Acreage Guide and probable production (planted acreage 5 percent more than in 1968)	7,500		1/ 107	746		
<u>Background statistics</u>						
1968 prel.	7,100	6,700	110	737	8.50	6,264
1967	7,500	7,000	110	770	5.40	4,158
1966	8,600	8,100	100	810	4.80	3,888
1965	8,600	7,800	90	2/ 702	5.50	3,575

1/ 1966-68 average yield.

2/ Includes 52,000 hundredweight not marketed and excluded in computing value.

Comments

Escarole plantings in Florida were reduced in 1968, for the second successive year.

In late January and again in late February, cold weather slowed crop growth and high winds burned outer leaves. The cold waves were beneficial to an extent in that the resulting harvest lags helped to strengthen prices (see Figure 13).

Harvesting was active until the last week of December when supplies decreased sharply. Although volume soon resumed, prices advanced through January. Following a second lull in movement in late January, prices rose to a high level in early February. Volume during the late winter was light, and considerably less than the heavy supplies moving at that time in the previous year.

Total returns in 1968 exceeded, by a wide margin, the previous record in 1967.

Assuming yields are average, a larger acreage will be necessary in 1969 to furnish adequate supplies.

1969 Guide

The 1969 guide is a planted acreage 5 percent more than in 1968. Such an acreage, with normal abandonment and a 1966-68 average yield, will result in a production slightly more than in 1968.

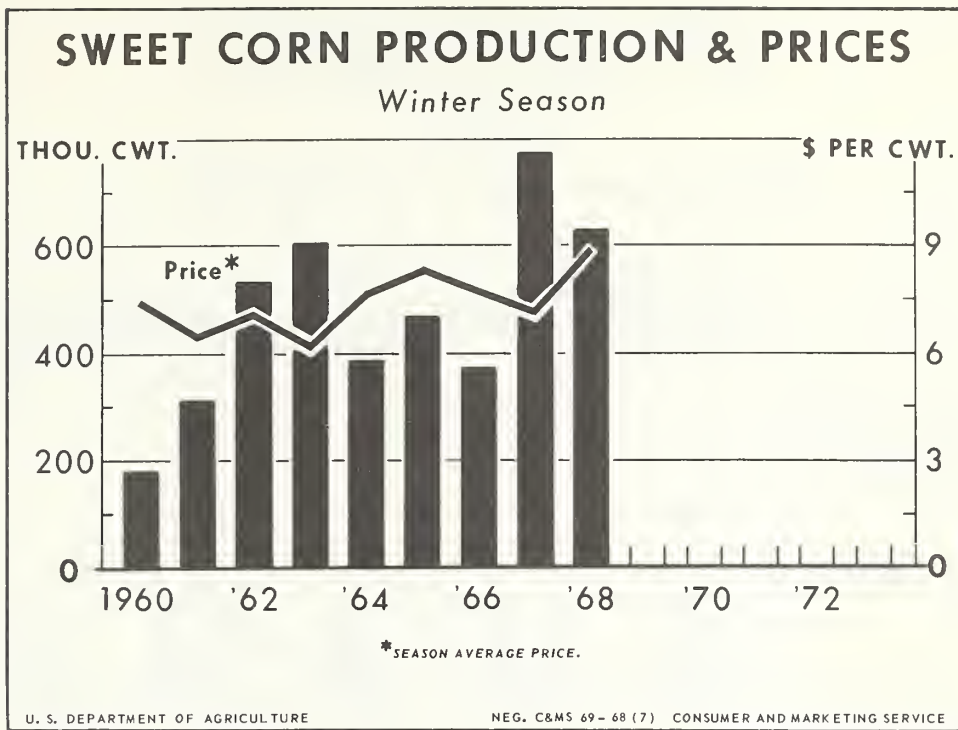


Figure 12

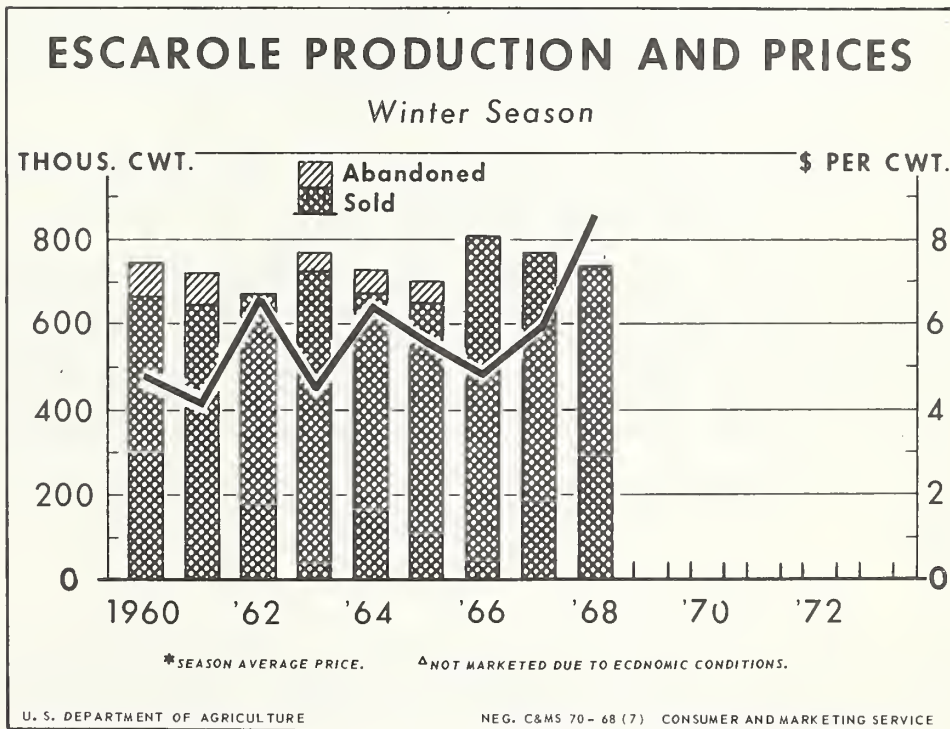


Figure 13

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage :		Yield :	Production:	Price :	Value :
	:Planted:	:For harvest:				
	(Acres)		(Cwt.)	(1,000 cwt.)		
1969 Acreage Guide and probable production (see 1969 guide below)	72,600		1/ 174	12,506		
<u>Background statistics</u>						
1968 prel.	71,500	70,300	174	12,212	4.71	57,510
1967	78,300	75,800	172	13,005	3.64	47,287
1966	72,600	70,600	175	12,372	6.55	81,095
1965	80,100	77,900	161	12,543	3.41	42,824

1/ 1966-68 average yield.

Comments

Total acreage of winter lettuce in 1968 was reduced 9 percent. The bulk of the decrease was in Texas where heavy rains accompanying Hurricane Beulah restricted acreage. In Arizona, where the 1966-67 winter market was weak, acreage was reduced 15 percent.

Total production in 1968 was down moderately compared with the high output in 1967, and the smallest crop since 1963.

Following the small 1967 late fall crop in Arizona, lettuce shipments during November, 1967 were quite light, and prices were firm. Market balance continued orderly until late January and early February of 1968. At that time, shipments increased to excessive levels. Shipping point prices, which were depressed during February, showed some improvement by late March when weekly volume from the West held below 2,000 carlot equivalents (see Figure 14).

Total market requirements for winter lettuce are expected to continue to expand slowly.

1969 Guide

The 1969 guide is a planted acreage equal to 1968 in California, Florida and Arizona, and 30 percent more than 1968 in Texas. Such an acreage, with an allowance for abandonment and a 1966-68 average yield, will result in a production 2 percent more than in 1968.

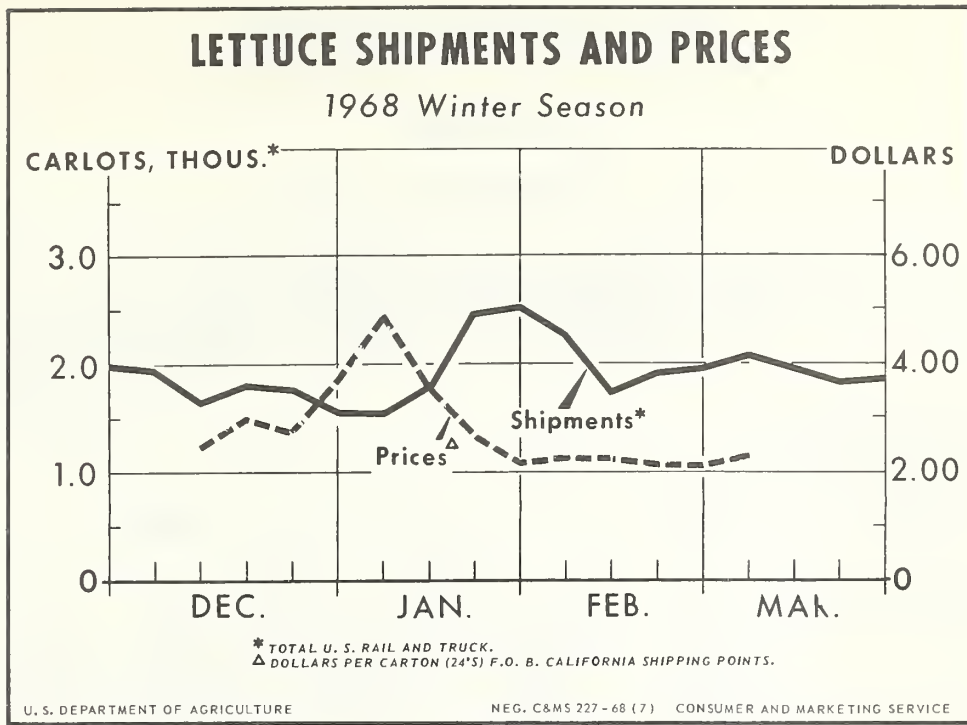


Figure 14

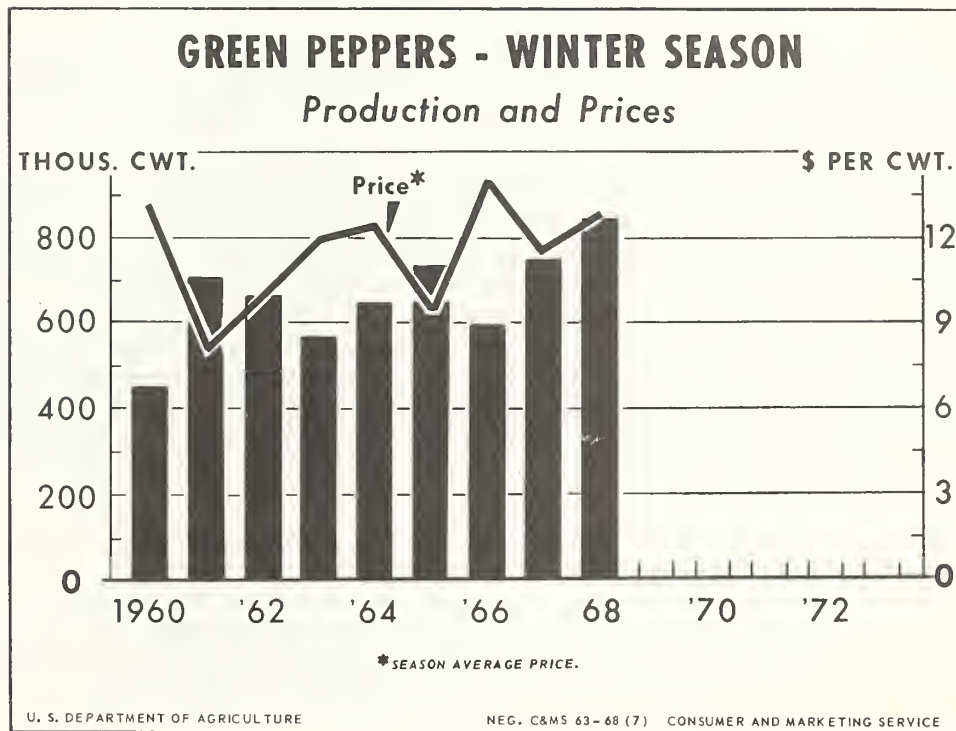


Figure 15

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	Acreage		Yield per acre (Cwt.)	Production (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000)
	Planted (Acres)	For harvest				
1969 Acreage Guide and probable production (planted acreage equal to 1968)	7,200		1/ 112	782		
<u>Background statistics</u>						
1968 prel.	7,200	7,000	120	840	12.81	10,762
1967	7,200	7,100	105	746	11.46	8,547
1966	7,300	7,000	85	2/ 595	14.00	8,148
1965	7,600	7,000	105	2/ 735	9.48	6,463

1/ 1967-68 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 13 in 1966; and 53 in 1965.

Comments

Plantings of green peppers in Florida for the 1968 season were equal to 1967, but well above the 1962-66 average.

Low temperatures in January retarded growth in the Ft. Myers area, and there was light damage to fields in the Pompano area from a late February-early March cold wave. Yield per acre was high, and total production was a record.

Shipments were active by early January. At that time, volume ranged from moderate in the Ft. Myers area to heavy in Pompano. The market strengthened in late January when harvest was interrupted. But prices dropped sharply in early February when heavy volume resumed from Pompano. Shipments peaked the first half of February and prices were quite low until a light frost hit the crop late in the month.

In Mexico, February rains restricted harvest and resulting export volume at about the time Florida supplies were heaviest.

In 1969, an equal acreage with average yield would result in a sufficient volume.

1969 Guide

The 1969 guide is a planted acreage equal to 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 7 percent less than in 1968.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Spinach

(Texas and California)

Year	Acreage		Yield	Production	Price	Value
	Planted	For harvest	per acre			
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1969 Acreage Guide and probable production (see 1969 guide below)	8,500		<u>1/</u> 53	397		
<u>Background statistics</u>						
1968 prel.	6,500	6,000	60	361	12.19	4,402
1967	8,600	7,600	49	372	11.20	4,166
1966	9,600	8,100	47	379	10.40	3,944
1965	10,100	8,600	56	483	8.37	4,045
<u>1/</u> 1964-68 average yield by States.						

Comments

Plantings of winter spinach in Texas were down about 30 percent from 1967, and there was a moderate reduction in California.

High yields in Texas offset the smaller acreage, and production in 1968 was up moderately from the low level in 1967. Production in California, however, was a tenth less than in 1967.

Harvest volume in the Winter-Garden area of Texas increased seasonally through December and early January. The Rio Grande Valley movement was underway in January, and moderate to heavy supplies were shipped during February and March. California shipments were most active in February and declined to a moderate level during March.

Markets were strong during most of the 1968 season. And 1968 season average prices in both California and Texas were quite high.

In 1969 markets should absorb more spinach than was available in 1968.

1969 Guide

The 1969 guide is a planted acreage 40 percent more than in 1968 in Texas and equal to 1968 in California. Such an acreage, with normal abandonment in Texas and 1964-68 average yields by States, will result in a production 10 percent more than in 1968.

1969 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	: Acreage :		Yield :	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.) (\$1,000)

1969 Acreage Guide and probable production

(planted acreage 10 percent more than in 1968) 14,400

1/ 185 2,584

Background statistics

1968 prel.	13,100	13,000	180	2,340	14.50	33,930
1967	15,400	14,900	190	2,831	9.40	26,611
1966	16,600	16,300	180	2,934	9.70	28,460
1965	19,900	19,100	170	3,247	9.40	30,522

1/ 1967-68 average yield.

Comments

Returns to Florida winter tomato growers were unsatisfactory in 1967. This was due partly to small-size tomatoes. Such price response may have influenced Florida growers to decrease their winter acreage in 1968.

Favorable weather, except for occasional cold spells, prevailed during most of the 1968 Florida growing season. In Mexico, however, unusual amounts of rainfall resulted in blight and production potential was reduced.

Florida production in 1968 was the smallest since 1960. Florida tomato shipments during the three months ending March 1968 were approximately 6,050 carlot equivalents compared with 7,670 in the like months of 1967.

With production off sharply in Florida and with import volume less than anticipated, winter tomato prices were exceptionally high. Prices, which were moderate in December, moved up sharply in January and trended upward into April. The premium for vine ripe compared with green widened in 1967-68. The Florida 1968 average price was a record.

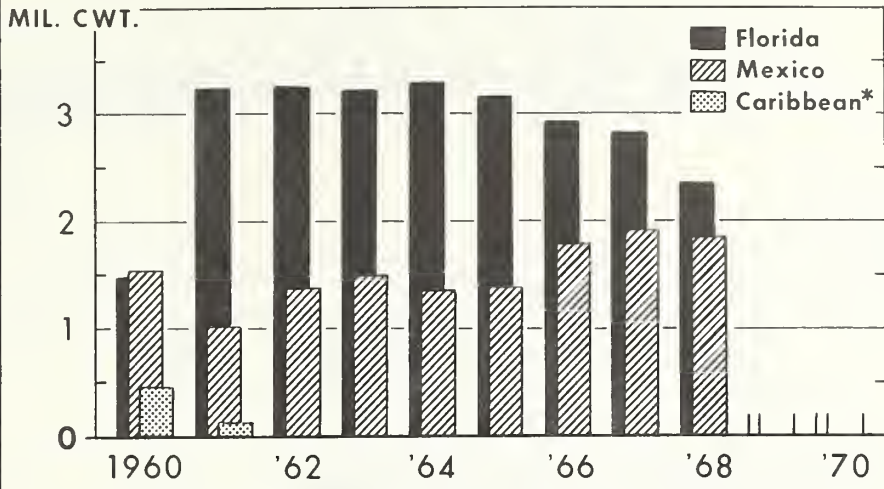
Import competition from Mexican tomatoes will likely increase in 1968-69. Nevertheless, markets should absorb a winter crop in Florida substantially larger than that produced in 1968 (see Figure 16).

1969 Guide

The 1969 guide is a planted acreage 10 percent more than in 1968. Such an acreage, with normal abandonment and a 1967-68 average yield, will result in a production 10 percent more than in 1968.

WINTER SEASON FRESH TOMATO SUPPLIES

Florida Production Plus Imports



* CUBA, BAHAMAS, DOMINICAN REPUBLIC, GUATEMALA, HAITI AND LEEWARD AND WINDWARD ISLANDS.
 (LESS THAN 20,000 CWT. IN 1962, 1963, 1964, 1965, 1966, 1967 AND 1968.)

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 75-68 (7)

CONSUMER AND MARKETING SERVICE

Figure 16

1969 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	: Acreage	: Yield	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1969 Acreage Guide and
probable production
(planted acreage
equal to 1968)

Florida	11,700	1/ 157	1,837		
California	10,500	1/ 218	2,289		
Total	22,200		4,126		

Background statistics - total:

1968 prel.	22,200	22,000	172	3,845		
1967	24,800	24,700	198	4,894	3.53	17,286
1966	25,900	25,500	199	5,084	2.90	14,575
1965	19,500	19,400	189	3,659	5.52	20,191

California

1968 prel.	10,500	10,500	180	1,890		
1967	12,800	12,800	215	2,752	2.81	7,733
1966	14,600	14,600	240	3,504	2.18	7,639
1965	9,400	9,400	235	2,209	5.53	12,216

Florida

1968 prel.	11,700	11,500	170	1,955		
1967	12,000	11,900	180	2,142	4.46	9,553
1966	11,300	10,900	145	1,580	4.39	6,936
1965	10,100	10,000	145	1,450	5.50	7,975

1/ 1965-68 average yield per planted acre.

Comments

The total production of 1968 winter potatoes was almost a fourth less than the large 1967 crop. Output in California was down because of reduced acreage and a low yield, the result of extremely hot weather in the early stage of growth. Florida plantings were decreased slightly, marking the first decline in several years. The 1968 yield in Florida was moderate in spite of several periods of low temperatures.

Following the usual pattern, California shipments moved to local markets from November through April. Florida shipments were light from December into February, with volume heaviest during March.

Prices for 1968 winter marketings were moderate in Florida, and relatively low in California. Storage supplies were in surplus in several fall crop producing areas. And winter prices for storage potatoes were depressed.

The total acreage of fall crop potatoes in 1968 is estimated at 4 percent less than in 1967. As a result, total supplies of fresh storage potatoes in the winter of 1968-69 are likely to be well below the surplus level of last season. But inventories of frozen and dehydrated potatoes may range from as large to moderately higher. Demand for winter crop potatoes will largely be in fresh market outlets where the overall demand continues about steady. Consequently, with average yield, an equal acreage of winter potatoes in 1969 should result in adequate supplies for all outlets.

1969 Guide

The 1969 guide in California and Florida is a planted acreage equal to 1968. Such an acreage, with a 1965-68 average yield per planted acre by States, will result in a production 7 percent more than in 1968. The 1969 guides with comparisons are shown below and in Figure 18.

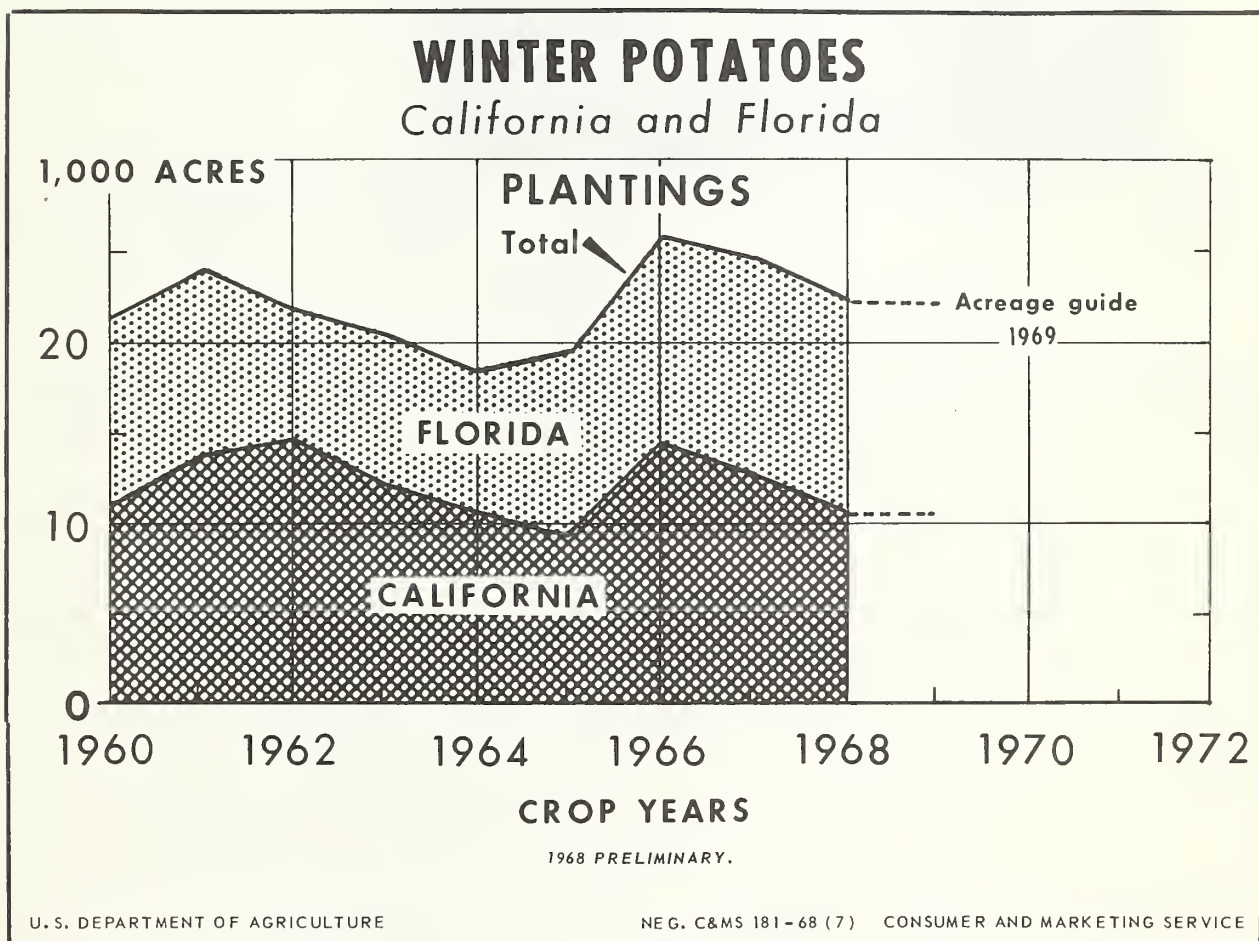
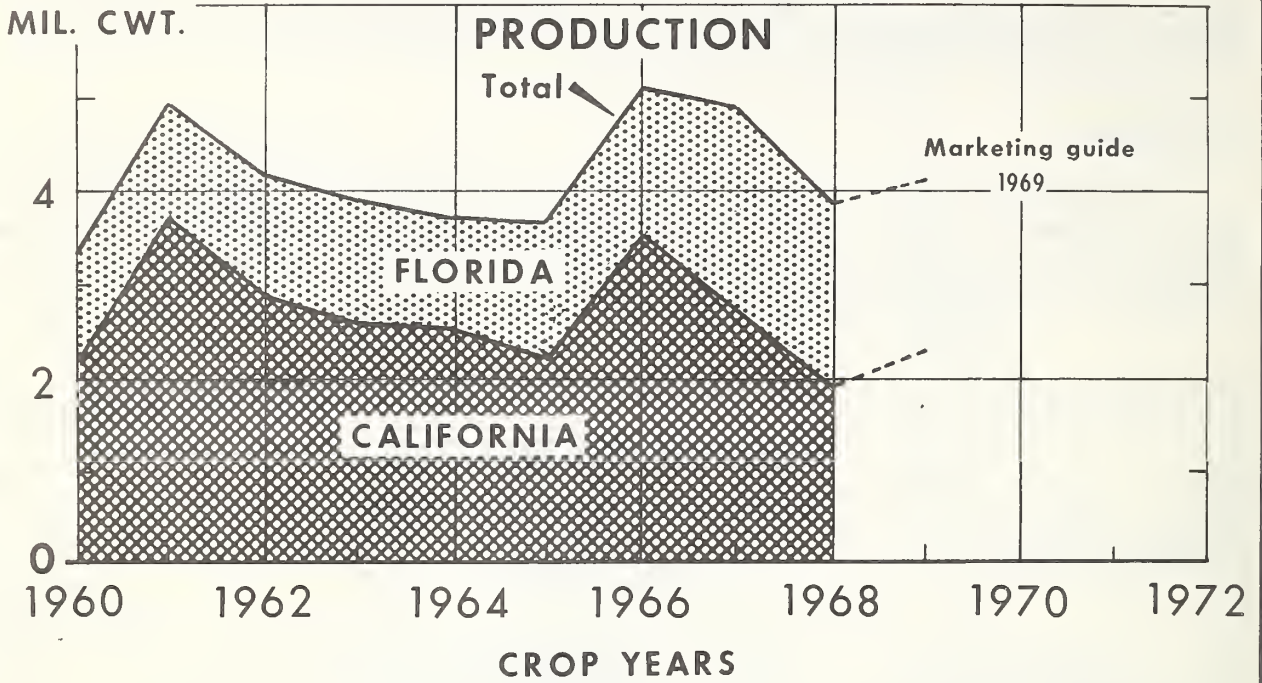


Figure 17

WINTER POTATOES

California and Florida



1968 PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 181-68 (7) CONSUMER AND MARKETING SERVICE

Figure 18

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